

I really like this little set of films that can stand alone or work together. I feel each of them is like a bit of something larger, almost as if we had caught a film (or an actual situation) in the moment it was happening and left it once we've seen something interesting but not utterly conclusive. Of course we are cutting into the precise moment to narrate what we must, but I'd like to create this contemplative, almost accidental feeling.

I would shoot each of these so they have the feeling and sensation a single shot piece of film. We might cut to a a close up, or have one or two cuts to accelerate the action, but the overall feeling should be something that feels like one moment. And I like the idea always building up the shot from the end- when the Delta Voice Activated Faucet does its grace- towards the start where we put it in context. Always I'd like to treat the Faucets as characters that are brought to life (as they are) by the voice of the human characters, so camera, in its single shot flow, will react and specifically focus on the Delta Faucets (and Google/ Alexa gadgets) in this moment, as we would do with a character that speaks his line, does his trick.

The approach is to create these "single moment" films to work as standalone pieces, but also with the possibility to intercut them, or to speed up the narration or focus in whatever we need.

As a reference, I like the singular storytelling in these mini-stories Gap ads, simple, with nice feel good vibe. Here I share a set of 3:

